

Maryland Global Express

The Newsletter of the Baltimore US Export Assistance Center

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“Your Gateway to the World”



JUNE 2004 NEWSLETTER – SPECIAL PHOTO EDITION

Baltimore Company Honored with Presidential E-Award for Exporting Success U.S. Commercial Service in Baltimore Helps Firm Sell Globally

Commerce Secretary Don Evans presented Sea-Fire Marine of Baltimore with the Presidential E-Award for excellence in exporting. The award is the highest honor the federal government can give to an American exporting company. It recognizes U.S. firms for their competitive achievements in world markets and their part in increasing U.S. exports abroad.

“Sea-Fire Marine is a great example of how small business innovation and ingenuity is working to build economic opportunity across our nation,” Evans said. “Small businesses like these create 70 percent of the new jobs in America, and the Bush administration will continue to work hard to help U.S. firms increase their exports. I congratulate Sea-Fire Marine on their outstanding accomplishment and wish them continued success.”

Sea-Fire Marine, the main operating division of MetalCraft, Inc. is a manufacturer of fire extinguishers and fire suppression systems to prevent the destruction of property and fatal injuries associated with fire at sea worldwide.

A business client of Commerce's Baltimore U.S. Export Assistance Center, Sea-Fire Marine has benefited from export counseling, trade shows, and catalog events to greatly expand its export sales. While Europe represents a significant portion of the company's foreign market sales, the firm does business in several other regions of the world as well. Sea-Fire Marine demonstrated a substantial increase in the volume of exports over a four-year period, a major criteria for the award.

“When we first began exporting in 1996, export sales accounted for 3 percent of our total sales,” said Sea-Fire Marine President Ernest “Ernie” Ellis. “Over the past three years, export sales grew to nearly 40 percent of our total sales and we have added 12 additional employees.”

In addition to marine craft, the company supplies over one million extinguishers to various U.S. governmental agencies. Seafire-Marine now has a total of 40 employees.

For more information about the Presidential E-Award Program, contact the U.S. Export Assistance Center in Baltimore at (410) 962-4539.



Commerce Secretary Don Evans presents the Presidential E-Award to Ernie Ellis, President of Sea-Fire Marine of Baltimore, Maryland at the Office of the Secretary in the Herbert C. Hoover Building in Washington, D.C.

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District Export Council Supports Intern Program and More

The Maryland/Washington, D.C. District Export Council (DEC) is a group of business people, appointed by the Secretary of Commerce, dedicated to promoting economic development in Maryland and Washington, D.C. through exporting. The District Export Council works closely with the Baltimore U.S. Export Assistance Center on various programs, including local events, client counseling, and internship programs. The DEC provides opportunities for young college students interested in careers in international business by providing paid summer internships at the Baltimore USEAC, which also hosts interns during the semester from Loyola University and Towson University. Students receive college credit for their service during the semester.



District Export Council Chairman Fontaine Bell with Baltimore USEAC interns Brendan Philp and Luiza Mensaria.

In addition, the District Export Council has sponsored E-Award interns, who work hand-in-hand with top-level company officials while developing the complicated E-Award application (see cover story). During the Spring 2004 semester, Brendan Philp and Luiza Mensaria of Loyola University provided phenomenal service at the U.S. Export Assistance Center. Their skill and professionalism went well beyond their years. Both graduated this year and the Baltimore USEAC and the Maryland/Washington, D.C. DEC wish them all the best! For more information about our internship program, contact us at (410) 962-4539.

First Annual Global Diversity Initiative International Trade Seminar a Success

Prince George's County, MD – The Baltimore USEAC sponsored the first annual Global Diversity International Trade Seminar at the Prince George's Community College in Largo, Maryland on May 24, 2004. The Global Diversity Initiative (GDI) works to expand the capability and number of minority firms participating in international trade. Over 45 attendees and guests participated in the seminar, which proved to be a great networking opportunity for local companies and trade officials. The Baltimore USEAC partnered with the Maryland/Washington, D.C. District Export Council to bring the event to Prince George's County. Attendees discussed topics including the export process, trade finance, resources for small business, and entry strategies. Among those attending was Jackie Hayes-Byrd, newly appointed Executive Director of the GDI program. This is the first of its kind in Prince George's County, and plans are in the works to continue the event annually. For more information about local trade events, visit us on the web at: www.buyusa.gov/baltimore!

Right - Dennis Noah, Vice President/Manager of International Operations at M&T Bank moderates the Trade Finance panel. Seated from left to right is: Cathleen Arch, Vice President, BB&T; Federico Manno, Vice President, M&T Bank; Deborah Conrad, Senior International Credit Officer, Small Business Administration.



Above - Dr. Sharon T. Freeman, author and President of the All American Small Business Exporters Association discusses her experiences in the global marketplace. Seated from left to right are: Phyllis Shearer Jones, President, Elan International; Samuel Bailey, Attorney, Samuel Bailey & Associates; Elijah Cooks, Professor, Prince George's Community College.



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Market of the Month: Ukraine

Why you should be interested in Ukraine?

Almost 14 years after separating from Russia, Ukraine is slowly transforming itself into an emerging market economy with 47 million people. As with its economy, Ukraine's political system is new and must weather another test later this year with Presidential elections, that if done properly, will signal to the West that the government of Ukraine has accepted fair democratic principles. Compared to the ten new member nations of the EU, Ukraine's foreign direct investment remains very low, almost one-twentieth of Poland's. The U.S. remains the largest investor with slightly over one billion dollars since independence. Much of this initial foreign investment has gone into food processing, construction, and consumer industries. With better corporate governance and with its new EU neighbors, Ukraine's share of FDI will likely increase because of its diversified economy, its crossroads locations between Eurasia and Central Europe, and its role as the breadbasket of this part of the world with more fertile black topsoil than any other country in the world. Ukraine also benefits from high educational standards, 100% literacy, and a well-trained workforce willing to make the transition from Soviet-style economics to market-driven management. Most recently, Ukraine adopted a flat personal income rate of 13% to encourage companies and employees to rely less on grey market economics. Improvements in infrastructure are materializing, especially in the major urban areas, and Kyiv, Ukraine's capital, is beginning to reveal itself as a beautiful and unknown tourist destination.

Best Prospects for Export to Ukraine:

1. Telecommunications
2. Energy
3. Oil and Gas machinery
4. Agricultural machinery and equipment
5. Airport/ground support equipment
6. Drugs and pharmaceuticals
7. Electrical power systems
8. Food processing and packaging equipment
9. Medical equipment
10. Computers and peripherals



U.S. Commercial Service staff in Kyiv, Ukraine



Kyiv, Ukraine

Doing Business in Ukraine:

More than 300 U.S. companies are represented in Ukraine and these companies were careful to perform due diligence before beginning operations in this new market, a good portion of which is still controlled by wealthy oligarchs. Old-to-market and new U.S. entrants alike carefully explore and develop local market channels for sales, joint ventures, and investments. U.S. companies are quick to explain that the benefits of working in this new economy and the hazards that still exist. Because of its diversified economy, ranging from a strong agricultural sector to manufacturing facilities for IT products.

More information about the Ukraine and the Commercial Service at:

http://www.export.gov/comm_svc/press_room/marketofthethemonth/Ukraine/ukraine.html

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Turkey Adopts European Conformity

On April 10, the Turkish Undersecretariat for Foreign Trade announced immediate adoption of twenty-three European industrial directives that meet European standards conformity guidelines (the CE Mark). The Undersecretariat, in implementing the legislation, now requires importers to submit evidence of standards conformity from a full range of products including: electrical devices, industrial equipment, pressure vessels, watercraft, toys and construction equipment. In the initial implementation phase, the Commercial Service in Ankara has been working with the Turkish Customs Service and the Undersecretariat for Foreign Trade to ensure that U.S. origin products that meet European standards are expeditiously cleared at the port-of-entry. As confusion still lingers as to the number and type of products affected by the new regulation, the Commercial Service in Ankara stands ready to work with U.S. companies in clearing detained shipments that are not subject to the new regulation. Given the difficulty in the implementation of this regulation and given the variety of customs clearance difficulties seen by U.S. exporters, we advise contacting CS Ankara for additional information. For matters relating to the CE mark and Turkey's implementation of the 23 EU industry directives, please contact Commercial Attaché Erik Hunt at Erik.Hunt@mail.doc.gov or the U.S. Export Assistance Center at (410) 962-4539

Local Trade Event

Export Howard County: Focus on Small Business June 17, 2004

Export Howard County: Focus on Small Business will help you take the first steps in launching your business into the global marketplace.

Discussion topics include:

- Evaluating export potential
- Identifying target markets
- Developing market strategies
- Building distribution networks
- The “mechanics” of exporting
- Financing options

Time:

9:00 AM to 3:00 PM, Thursday, June 17, 2004

Location:

The Center for Business & Technology Development
9250 Bendix Road North
Columbia, MD 21045

Fee: \$99 Payable to Howard County EDA

More information and registration:

(410) 313-6550 or online at:
www.hceda.org/thecenter/events.html

For more information and assistance, contact your local U.S. Export Assistance Center staff at (410) 962-4539 or visit <http://www.buyusa.gov/baltimore>

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